



APRU GLOBAL HEALTH PROGRAM 2019 CASE COMPETITION CHALLENGE

“Social Networking Intervention to Promote Physical Activity among Young People in Urban Environments”

Introduction

Thank you for participating in the fourth annual APRU Global Health Case Competition. We hope that you will have a challenging and rewarding educational experience. Please remember that this case represents a complex scenario and that there is no single “right” approach. Your challenge is to develop and justify an approach. We encourage teams to consider a balance of innovative yet realistic, evidence-based solutions. Note that this challenge is hypothetical but many communities are currently considering how to address this problem.

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Overview of the Challenge

Popular online social networking sites (SNS), such as Facebook, Twitter, and LinkedIn, offer considerable potential for delivery of socially influential health behavior change interventions. However, to date, few studies have used SNS to promote physical activity. Despite the known benefits of regular physical activity, research shows a significant decline in physical activity and an increase in sedentary behavior among young people.¹⁻² It is clear that an innovative, modern intervention is urgently needed to reduce physical inactivity among this population. In this challenge, teams are asked to develop a hypothetical intervention to increase physical activity rates among young people in an urban environment in the Asia-Pacific region.

Background

Physical inactivity is a leading modifiable cause of death and disease worldwide. In fact, approximately 3.2 million deaths each year are attributable to insufficient physical activity.¹ Physical inactivity has not decreased in the past decades and currently, the world is not on track to meet the global 2025 target for reduced physical inactivity by 10%.¹ The World Health Organization recommends that adults ages 18 and 64 years should accumulate weekly at least 150 minutes of moderate-intensity aerobic physical activity, or 75 minutes of vigorous-intensity aerobic physical activity or combine both forms.¹ Yet, globally in 2016, 23% of men and 32% of women aged 18+ years were insufficiently physically active, translating into 1.5 billion adults who are not sufficiently physically active.² The prevalence of physical inactivity in high-income countries is more than double that of low-income countries.² Physical inactivity is associated with many medical conditions, including obesity³⁻⁴, diabetes⁴, hypertension⁵, depression⁶, and sleeping disorders^{3,7}. Evidence from a multitude of studies showed that exercise has many benefits and is associated with better quality of life⁸.

Online social networking sites reportedly account for one-quarter of all time spent online and appear to offer considerable potential for delivery of public health campaigns for several reasons. Like the Internet in general, they can reach very large audiences. Internet-based physical activity interventions have the potential to reach a large number of people at a low cost. Interventions are urgently needed to promote more physical activity. Studies have found that

technology-based platforms, such as SNS, can provide a cost-effective, large-scale forum for weight loss information and altering social norms about obesity, weight and weight behaviors.⁹⁻¹¹ Systematic reviews of web-based physical activity interventions demonstrate they are effective in changing behavior.¹¹⁻¹²

The Proposal

For this challenge, your team has been approached to identify a new intervention that could be implemented in an large, urban city in the Asia-Pacific over the next three years. The intervention must use SNS to promote physical activity among young people in urban areas. The total budget for the three-year program is US\$30,000. The intervention plan should incorporate innovative, cost-effective, and culturally-appropriate strategies that are evidence-based. Your plan can incorporate multiple components but the primary focus should be the use of SNS. Teams should consider real-world opportunities and challenges and outline a comprehensive plan that is also realistic and could be implemented in practice. It should also be able to be adapted to other urban environments.

The plan should include:

- an analysis of the problem (including the unique challenges presented by urban environments)
- a detailed description of the main program objectives, activities and expected results
- sustainability plan after the three-year study period ends
- potential partnerships with stakeholders
- a justification for this intervention approach including theoretical model, if appropriate
- timeline of activities with short- and long-term objectives
- a plan on how to measure impact
- a budget outline on how the funds would be used

Instructions

Teams should be comprised of 4-6 members. This should be a student-driven activity with minimal input from faculty mentors, but teams can turn to faculty members for basic guidance. Teams will present their plan in a video lasting *no more than* 10 minutes. Teams are encouraged to develop engaging and creative visual materials (i.e. powerpoint slides) for the presentation. The challenge rules require all team members to be physically shown in the videos at least once. However, just as in a live presentation, you can include video clips, slides, and other media/props. Teams should begin with an introduction as in any presentation to an audience. Following the introduction, the format is open. The team can choose to 'zoom in', showing videos, photos, maps, graphs, diagrams, and interviews, for example. Outside video clips (developed by other people or agencies) are allowed but they should not last for more than 60 seconds. Previous year's videos can be seen on the APRU Global Health Program website at www.apruglobalhealth.org

Provide a link to the video on youtube or vimeo to Mellissa Withers via email to mwithers@usc.edu by 11:59am Pacific Time on MAY 10, 2019. At the beginning of the video, please provide a slide with full name, discipline of study, affiliated department and institution, and academic status as of April 2019 (e.g. undergraduate, graduate, etc.) for each team member. Please make sure that all of the judges that will be assigned to review the videos can access them (i.e.- no password). Please note that all teams that submit videos give consent to allow APRU to screen their videos at the conference and to post them on our website for future viewing and analysis. So please do not remove them from youtube after the competition.

Please review our website for more details on eligibility criteria and judging-

<http://apruglobalhealth.org/education-opportunities/casecompetition/>

GOOD LUCK TO ALL TEAMS!

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